

Home Painting and **COLOR GUIDE**

F. D. SMITH HARDWARE CO.

Housewares — Garden Supplies — Lighting Fixtures

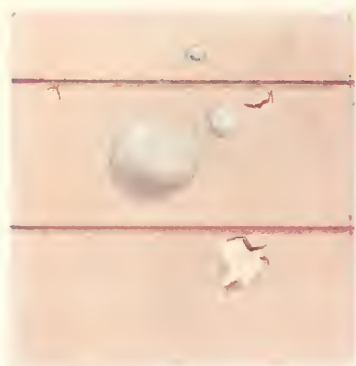
46 Main St., Cortland

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For Your Home... **LIMITLESS**

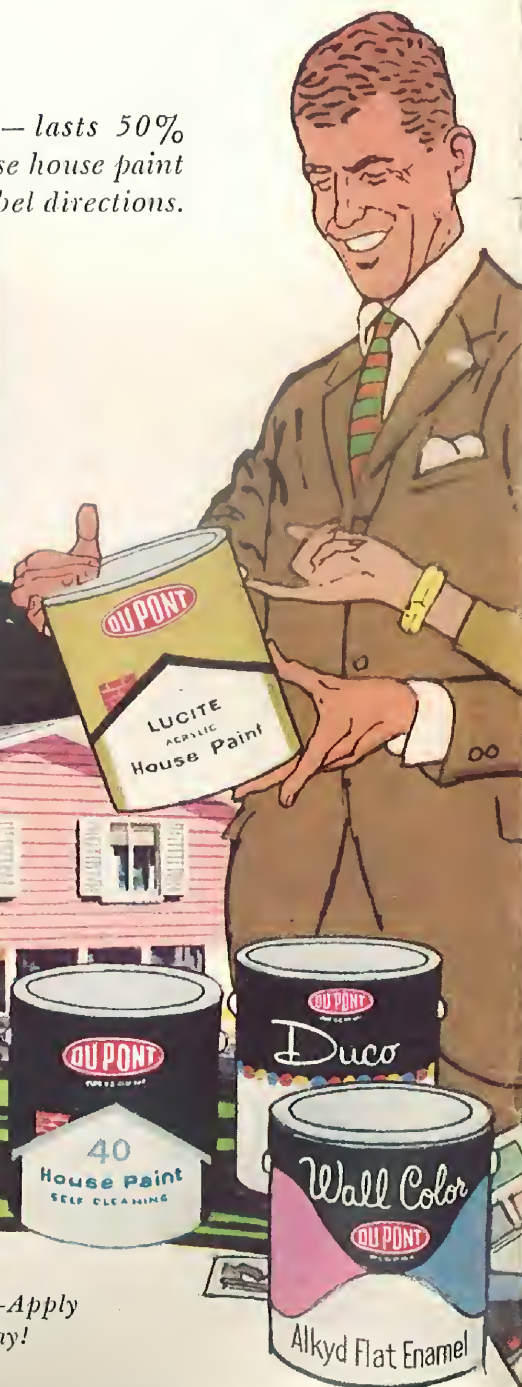
EASY-TO-APPLY FINISHES... FORMULATED TO A SINGLE



BLISTER-RESISTANT — *Unique film properties keep moisture out, let inside moisture escape!*

PAINT BEFORE OR AFTER RAIN — *Not affected by rainfall 30 minutes before or after application.*

NEW "LUCITE" House Paint — *lasts 50% longer than traditional oil base house paint when applied according to label directions.*



Exterior: "LUCITE"
HOUSE PAINT *Patio Pink*
Door: "DUCO" GLOSS ENAMEL
Primrose Yellow
Trim: "DULUX" TRIM
& SHUTTER *White*



DRIES IN THIRTY MINUTES—*Apply second coat the same day!*

For more details see page 46

**CHOICE OF COLORS, IN
STANDARD OF EXCELLENCE**

In these pages you will find a broad selection of colors in exterior finishes expressly designed for each type of surface. Each of these finishes is the finest that can be produced today. All are compounded for ease of application and long lasting beauty... and all to Du Pont's single standard of excellence.



Wall: "FlowKOTE" Panama Green

When you do the interior, you will again find a myriad of colors, in finishes designed to produce every desired decorating effect on every interior surface. They are formulated with ease of application in mind. Most are odorless, and leave the room ready for use shortly after painting is completed. These interior finishes, too, are made in but one quality—the finest.

BUY THE PAINT THAT'S WORTH THE WORK

...the Beauty Lasts.

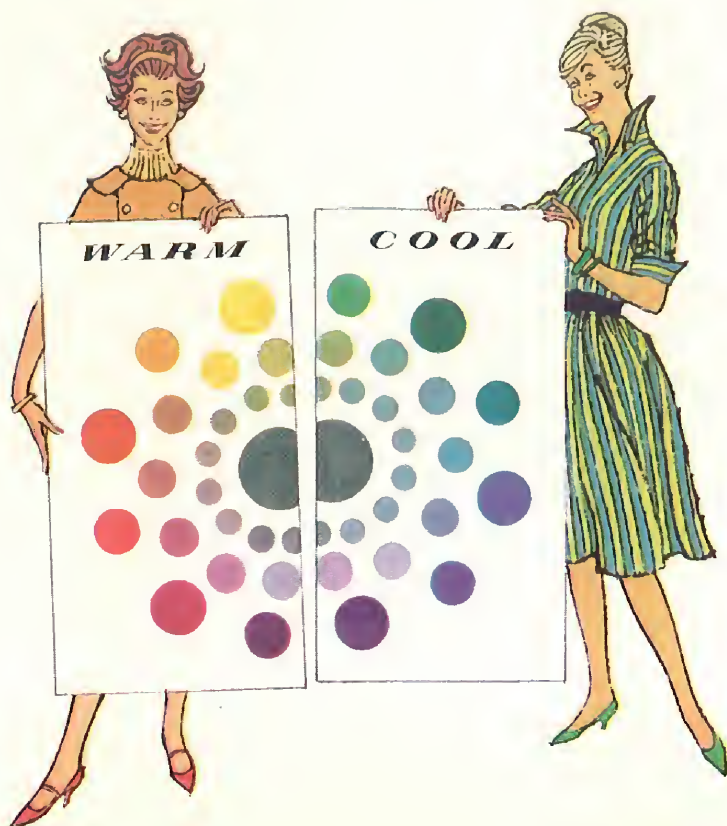
The names appearing in quotation marks in this book are registered trademarks of E. I. du Pont de Nemours & Co.

YOU CAN DO WONDERFUL THINGS WITH COLOR . . .

inside the house and out! It's by far the easiest and least expensive way to decorate . . . to make a drab room sparkle with excitement . . . to create a happy, inviting atmosphere in every room of your home.

You'll find dozens of practical color schemes and decorating ideas in this book. Some feature colors that are currently fashionable, others show the happy color combinations that are enjoyed year after year. Choose one you like and follow it—or have fun developing a color scheme that's yours alone.

THE COLOR WHEEL shows the relationship of one color to another. On one side you'll find the warm colors—cheerful yellows and exciting reds, on the other the cool colors—restful blues and refreshing greens. Tone refers to the brightness of a color, value to its lightness or darkness. Dark values are called shades, light ones tints. Use the colors you like best. Blend them, contrast them. They express *YOUR* moods, *YOUR* personality.



Wall: "FLOWKOTE" Sandy Gray



ENTRANCE AREA: Walls: "FLOWKOTE" Fiesta Yellow
Doorway leading to bedrooms: "DUCO" SATIN SHEEN ENAMEL Gold

START WITH YOUR FAVORITE COLOR

and build a color scheme around it. Or begin with a colorful chintz, a flower garden, or a treasured painting. If you're redecorating, you may want to start with the colors in the furnishings you already have—your carpet, perhaps, or the color in your sofa.

In your planning, be sure to consider the size of the room, and what natural and artificial light it receives. And remember that color is affected by its neighboring colors: a green sofa looks smaller against a lighter green wall, larger if the wall is white.

You'll probably want to set off your furniture and accessories with fairly subdued background colors for your walls, the largest area in a room, and floors, the next largest. Reserve bright colors for dramatic accents.

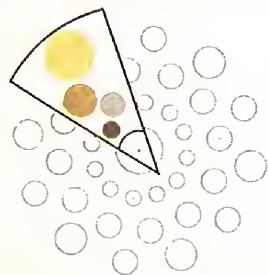
The Du Pont wall paints used in the rooms in this book are available in matching colors in three finishes: "FlowKote" rubber base wall paint, Alkyd Flat Enamel, and "Duco" Satin Sheen Enamel. (See page 26.) Thus ceiling, walls and woodwork may be painted in the most serviceable finishes—all matching perfectly.



Neat wall: "Duco" SATIN SHEEN ENAMEL *Harmony Pink*
Cabinets: "Duco" SATIN SHEEN ENAMEL *Fiesta Yellow*
Ceilings and wall under cabinets:
"Duco" SATIN SHEEN ENAMEL *Mocha Tan*



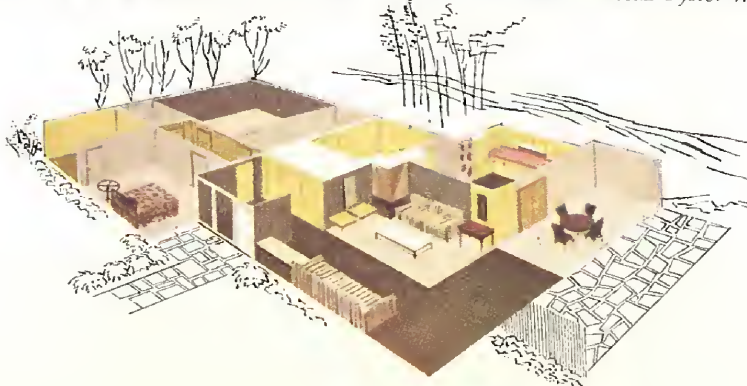
LIVING ROOM: Walls: "FlowKOTE" *Mocha Tan* Ceiling: "FlowKOTE" *Sandy Gray*
Floor: PORCH AND FLOOR ENAMEL *Sandstone* DINING ROOM: Brick corner: "FlowKOTE" *Fiesta Yellow* Wall: "FlowKOTE" *Oyster White*
Doors: "Duco" SATIN SHEEN ENAMEL *Gold* Trim: "Duco" SATIN SHEEN ENAMEL *Oyster White*



HARMONIOUS COLOR SCHEMES

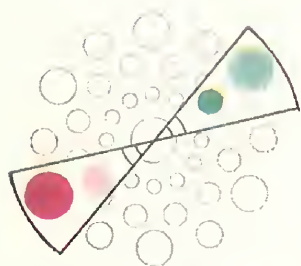
based on tints, shades and tones of a single color give a feeling of quiet and dignity. Yellow is used this way in the house shown here, along with related tints

and shades. Continuous interest is created by varying the colors used in different rooms from dark to light and soft to bright.





Walls: CUSTOM COLOR "FlowKote" 1011



**COMPLEMENTARY
COLOR SCHEMES**

*are based on colors
that are found oppo-
site each other on the
color wheel. In the*

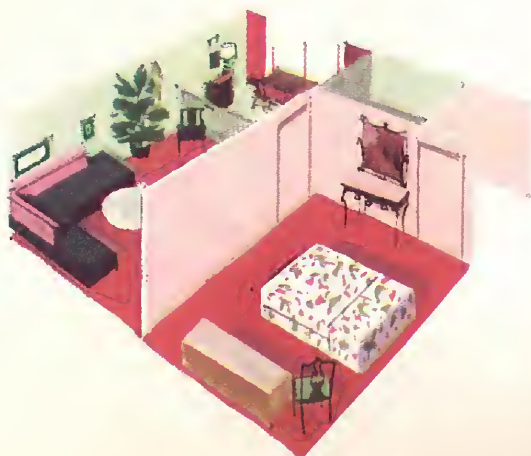
*pleasant small apartment illustrated on this
page, exciting reds and tranquil greens are
used to achieve an effect of liveliness and
vitality through extreme contrast of color.*

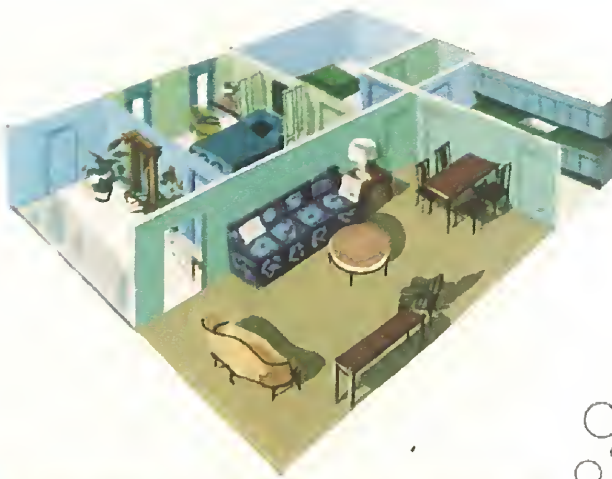


PHOTO BY ERNEST SILVA—COURTESY LIVING FOR YOUNG HOMEMAKERS

Walls: "FlowKote" Panama Green

Railing: "Duco" SATIN SHFEN ENAMEL Panama Green





ANALOGOUS COLOR SCHEMES are based on colors found near each other on the color wheel. Tones of blue and green were chosen for the attractive small house shown here. The color scheme is varied from room to room, providing a feeling of formality in the mirrored entrance hall...an atmosphere of comfort and relaxation in the living-dining room...and an air of restful charm in the bedrooms.

To add a delightful garden touch throughout the house, the decorator used green plants in every room.

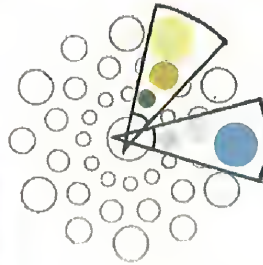


PHOTO BY ERNEST SILVA—DECORATORS JOHN BACHSTEIN, A. I. D.,
JOSEPH FREITAG, A. I. D.

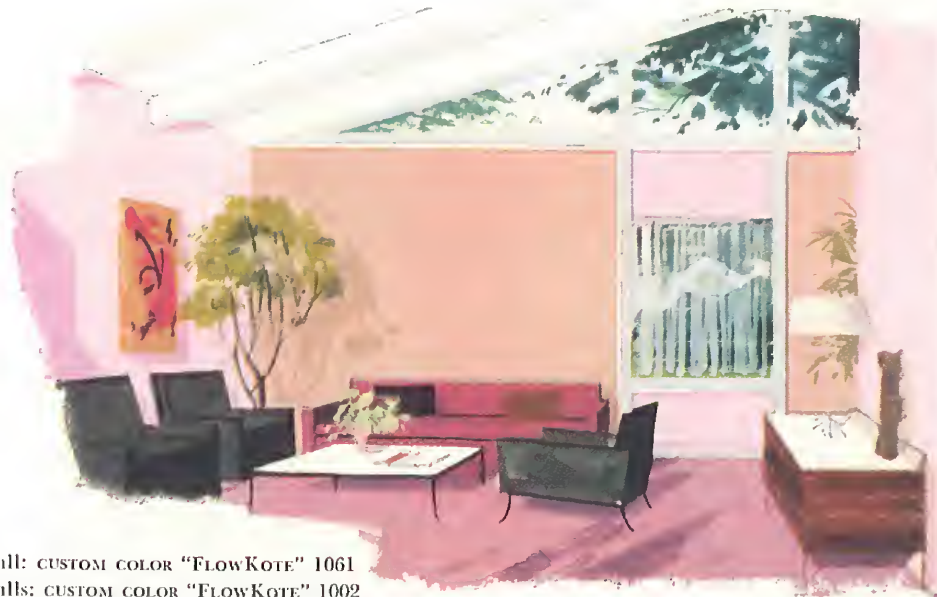
Hallway: CUSTOM COLOR "FLOWKOTE" 1454
Ceiling: "FLOWKOTE" Oyster White

Walls: CUSTOM COLOR "FLOWKOTE" 1289
Screens: "DUCO" SATIN SHEEN ENAMEL White
Trim on screens: "DUCO" GLOSS ENAMEL Jade Green





Walls: "FlowKote" *Oyster White*
Bookshelves and cabinets: "DUCO" SATIN SHEEN ENAMEL *Oyster White*
Walls in back of bookshelves: "FlowKote" *Violet Mist*



End wall: CUSTOM COLOR "FlowKote" 1061
Side walls: CUSTOM COLOR "FlowKote" 1002
Window trim: "Duco" SATIN SHEEN ENAMEL *Oyster White*

COLOR CREATES THE ATMOSPHERE OF COMFORT

Your living room is one of the most important rooms in your home. It's the room where you entertain your guests...where your family gathers to talk, read and watch television. Choose colors the whole family likes. You might start your color scheme with a painting, a rug, or a decorative accessory. Decorate to suit the life you lead: make your living room a dramatic background for a constant round of hospitality, or an oasis of comfort and quiet to enjoy at the end of a busy day.



Walls: CUSTOM COLOR "FlowKote" 1413
Piano: CUSTOM COLOR *Gloss* 1283
Bookcase: CUSTOM COLOR *Semi-Gloss* 1413

PHOTO BY LISANTI—COURTESY OF GOOD HOUSEKEEPING



PHOTO BY EZRA STOLLER—RESIDENCE OF S. L. BICKFORD, MIAMI BEACH, FLORIDA DECORATOR: HAYGOOD LASSETER, A.I.D., MIAMI

Walls: CUSTOM COLOR "FlowKote" 1223 Door: "DUGO" SATIN SHEEN ENAMEL *Oyster White*



Wall: CUSTOM COLOR "FlowKote" 1551

USE COLOR EFFECTIVELY— ALL THROUGH THE HOUSE!

If your rooms have beautiful proportions, show them off to best advantage by the dramatic use of accenting or contrasting colors for walls, woodwork, and ceilings. Bad proportions and unattractive architectural details may, on the other hand, be played down effectively by painting the entire room in a quiet background color and using stronger colors for fabrics and accessories. In planning your color scheme, remember that dark and middle values give your room dignity, while bright warm tones—reds, oranges, yellows—brighten dull rooms and provide cheerful accents in cool rooms.



PHOTO BY LISANTI—COURTESY OF GOOD HOUSEKEEPING

Walls: SATIN SHEEN STAIN *Driftwood*



PHOTO BY HANS VAN NESS—COURTESY BRIDE'S MAGAZINE

Walls: CUSTOM COLOR "FLOWKOTE" 1498

Brick wall: CUSTOM COLOR "FLOWKOTE" 1492

Decorator Color Secrets



Walls: "FLOWKOTE" *Sahara*

Warm, cheerful tones of red and yellow brighten sunless northern rooms like this charming, extremely feminine bedroom.



Wall: "FLOWKOTE" *Periwinkle Blue*

Fireplace: "FLOWKOTE" *Driftwood Gray*

Cool, restful blues and grays are pleasant in sunny southern rooms. This color scheme was chosen for a summer cottage.



Walls: "FLOWKOTE" *Panama Green*

Dormer ceilings: "FLOWKOTE" *Aspen Green*

Conceal irregular ceilings and dormer walls by using the same color family.



Wall: "FLOWKOTE" *Fiesta Yellow*

Wall: CUSTOM COLOR "FLOWKOTE" 1105 →



Fireplace: "FLOWKOTE" *Mission Ivory* Chairs: "DUCO" GLOSS ENAMEL *Powder Blue* Back wall: "FLOWKOTE" *Oyster White*
 ↓ Cabinet at left: "DUCO" SATIN SHEEN ENAMEL *Crystal Pink* Window frames: "DUCO" SATIN SHEEN ENAMEL *Oyster White*



YOUR DINING ROOM— WHERE COLOR CAN BE A MATTER OF TASTE!

Whether it is a festive dinner for friends or a meal for the family, food actually tastes better when it is served in pleasant surroundings! Soft blue, green, peach and clear yellow are all excellent appetite-stimulating colors. In selecting a color scheme for your dining room, you might consider the colors of your china and table linens as a starting-off place. If your dining room is connected with the living room, make the entire area seem more spacious by using a progression of colors—the same colors for walls and carpets in both rooms, or the carpet in the dining room the same color as the living room walls and vice versa. To accent a dining area in the living room, you might try setting it off by painting one wall a different color than the rest of the room.

Walls: "FlowKote" Oyster White
Shutters: CUSTOM COLOR Semi-Gloss 1065



PHOTO BY ERNEST SILVA—COURTESY LIVING FOR YOUNG HOMEMAKERS

Wall: CUSTOM COLOR "FlowKote" 1298 Doors: CUSTOM COLOR Semi-Gloss 1298

PHOTO BY LISANTI—COURTESY OF GOOD HOUSEKEEPING





Wall: "FLOWKOTE" Summer Blue



PHOTO BY ERNEST SILVA

Wall: CUSTOM COLOR "FLOWKOTE" 1166



Walls: "DUCO" SATIN SHEEN ENAMEL Sandy Gray

Light colors—whites and pastels—make tiny rooms like this bathroom seem more spacious. Add excitement by using deeper, more vivid colors for floor and accessories.



Walls: "FlowKOTE" Mocha Tan

WHERE COLOR IS A VERY PERSONAL CHOICE

Plan your bedroom as a place to relax and get away from the day's cares. Pamper yourself with a really comfortable chair, a good reading light. And base your decorating scheme on the colors you like best — warm tones for a cozy room, or tranquil, refreshing cool colors. You might take your cue from a fabric for bedspread and curtains, or start with the lovely, clear colors of a flower garden in spring.

Walls: CUSTOM COLOR "FlowKOTE" 1595
Cabinets and shutters: CUSTOM COLOR Gloss 1021

PHOTO BY HEDRICH-BLESSING, COURTESY NATIONAL HOMES



End wall: CUSTOM COLOR Semi-Gloss 1582
Cabinets: CUSTOM COLOR Gloss 1424

Widen a narrow room by accenting the end wall with a dark or warm color.



Walls: "FlowKOTE" Mission Ivory
Ceiling: "FlowKOTE" Gold

Pull down a high ceiling by painting it in a darker tone.



Ceilings: "FlowKOTE" Mission Ivory
Walls: "FlowKOTE" Crystal Pink

Raise a low ceiling by painting it a pale shade.

COLOR CHOICES FOR THE WHOLE FAMILY

Let every member of the family—young or old—select the colors he likes best for his own room. Never forget that children have very definite ideas about their bedrooms—and color preferences, too. Teen-age girls want dainty rooms in delicate pastels. Boys demand sturdy furniture and deep masculine colors. Nurseries should be gay and cheerful with the bright primary colors young children like best.



Wall: "FlowKote" *Sahara*
Shelves: CUSTOM COLOR *Semi-Gloss* 1169
Doors: "DUCO" SATIN SHIEN ENAMEL *Sahara*

Walls: CUSTOM COLOR "FlowKote" 1329

PHOTO BY WILLIAM MARGARIN—COURTESY LIVING FOR YOUNG HOMEMAKERS



Wall on left: "FlowKote" *Panama Green*
Floor: PORCH AND FLOOR ENAMEL *Meadow Green*
Rafters: CUSTOM COLOR *Semi-Gloss* 1538



Wall in back of bed and ceiling: "FlowKOTE" *Periwinkle Blue*
 Bookshelves, window seat, shutters and
 window sash: "DUCO" GLOSS ENAMEL *White*
 Chair in foreground: "DUCO" SPRAY MAGIC ENAMEL *Black*



PHOTO BY WILLIAM MARGARIN—COURTESY LIVING FOR YOUNG HOMEMAKERS
 Wall behind bed: CUSTOM COLOR *Flat 1049*
 Wall behind bureau: "FlowKOTE" *Oyster White*



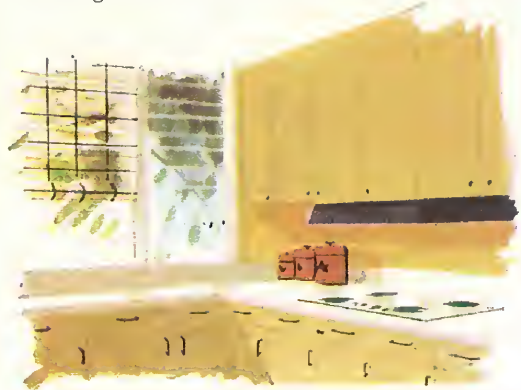
Walls: "FlowKOTE" *Driftwood Gray*



Walls in kitchen: "DUCO" GLOSS ENAMEL *Powder Blue* Ceiling: "DUCO" SATIN SHEEN ENAMEL *Oyster White*
 Upper cabinets: "DUCO" GLOSS ENAMEL *Cream* Lower cabinets, chairs and stools: "DUCO" GLOSS ENAMEL *White*

COLOR IN THE KITCHEN BRIGHTENS YOUR DAY

Does your kitchen tend to heat up rapidly? Try painting it a cool blue or a tranquil green. Does it look cheerless and clinical? Make the walls a sunny yellow or a soft pink. Add light-hearted touches of sparkling color!



Cabinets: CUSTOM COLOR *Semi-Gloss 1194*

Cabinets: VARNISH STAIN *Walnut*
 Walls in kitchen and background: "FlowKOTE" *Oyster White*



PHOTO COURTESY NATIONAL HOMES



Cabinet under range and wall in back of range: "DUCO" GLOSS ENAMEL *Rich Red*
 Pegboard area and wall on right: CUSTOM COLOR *Semi-Gloss 1455*
 Wall on left and over chimney: "DUCO" SATIN SHEEN ENAMEL *Oyster White*
 Kickplate, wall oven cabinet and chimney: "DUCO" GLOSS ENAMEL *Black*
 Cabinet on right: "DUCO" SATIN SHEEN STAIN *Maple*



Walls and cabinet: CUSTOM COLOR *Semi-Gloss* 1211



Wall: CUSTOM COLOR
Semi-Gloss 1552
Wall on right: "DUGO" SATIN
SHEEN ENAMEL *Oyster White*

NEW BEAUTY FOR YOUR BATHROOM—WITH COLOR

A can of paint, some attractive accessories — and you'd never think it's the same old bathroom! Start with a gay shower curtain and some colorful towels, or a group of handsome bottles and jars. If your bathroom wall is partially tiled, paint the upper sections and ceiling the same color as the tile to give the room unity. Enlarge a tiny bathroom by making the walls white or a pastel shade to match the tub and use a deeper contrasting color for floor, ceiling and accessories. Warm up a larger room by painting it pink, peach or yellow.



Walls, ceiling and cabinets: CUSTOM COLOR *Semi-Gloss* 1606



Wall: CUSTOM COLOR Semi-Gloss 1387



Trim on cabinets: "DUCO" GLOSS ENAMEL *Jade Green*



PHOTO BY HANS VAN NES, COURTESY MCCALLS

Room divider and valance: CUSTOM COLOR Semi-Gloss 1065
Walls, cabinets, and steps: CUSTOM COLOR Semi-Gloss 1168



Left wall: "FlowKOTE" Gold
End wall: "FlowKOTE" Violet Mist



Walls: "FlowKOTE" Aspen Green

DARE TO BE YOURSELF— WITH COLOR!

Have you been longing for a living room in deep gold? Is a mocha tan bedroom your heart's desire? Do you think a clear turquoise would be just the thing for baby's room? The best decorating advice we know is: go ahead!

As you would suspect, Du Pont has thought of these unusual colors. These and all the other colors on this page are part of the remarkable selection of ready mixed, ready to use Du Pont Wall Colors.

Use the colors that you enjoy living with...the colors that bring out your individuality. You're very likely to discover that the delightful originality of your home is the secret envy of your friends and neighbors!



Wall on right: "FlowKOTE" Crystal Pink



Walls: ONE COAT BASEMENT PAINT *Summer Blue* and *White* Floors: PORCH AND FLOOR ENAMEL *Sandstone* and *Meadow Green*
 Ceilings: "FLOWKOTE" *Fiesta Yellow* Cabinets against rear wall: CUSTOM COLOR *Gloss 1178* Stool: "DUCO" GLOSS ENAMEL *Black*
 Bench: "DUCO" GLOSS ENAMEL *Black* Shell areas against rear wall: CUSTOM COLOR *Semi-Gloss 1243*
 Drawers underneath bench: SATIN SHEEN STAIN *Fruitwood* Cabinets above bench: CUSTOM COLOR *Gloss 1122*

BRIGHTEN DARK CORNERS, ENLARGE YOUR

LIVING SPACE WITH *One Coat* BASEMENT WALL PAINT

You can use your basement or garage the same day because this modern Basement Wall Paint dries to a smooth, velvet-like finish in just one hour. Its exclusive formula permits easy one-coat application over rough, porous surfaces without running, dripping or spattering... it goes on with the greatest of ease over masonry, cinder block, and poured cement. No primer is necessary. There is no pungent paint odor, either. One-Coat Basement Wall Paint resists mildew, alkali and lime, permits moisture vapor to pass through the film without causing unsightly peeling, flaking or color changes.



Slight color variations may exist between the actual paint and the chips shown here, since the printed colors are affected by age, light, heat and printing.

**NOWHERE WILL YOU FIND MORE
IMAGINATIVE OR MORE PRACTICAL
DECORATING HELP THAN AT THE**

Du Pont Decorating Center

See it . . . Use it . . . at your Du Pont Dealer's

Need help in selecting the right color scheme for one room—or a whole house? Need assistance in selecting colors to blend or contrast with the colors of your furniture or rugs? You'll find practical help at the Du Pont Decorating Center.

Browse to your heart's content. Borrow the fabulously illustrated decorating books to take home and study for ideas you can use, color schemes to suit your family and your own special way of living.

After you've decided upon your color scheme, your Du Pont Dealer will help you select from his hundreds of Du Pont colors precisely the shade of paint you need to bring your ideas to life. He'll also help you choose the correct type of paint for every part of the house—the reliable paint that's worth the work . . . the beauty lasts!



DU PONT CUSTOM COLORS

Choose from *hundreds* of wonderful colors—the whole range of shades from dark to light, soft to bright—available in Gloss, Semi-Gloss and Alkyd Flat Enamels and "FlowKOTE" Rubber-Base Wall Paint. See the complete array of colors at the Du Pont Decorating Center.





DU PONT COLOR SELECTOR

Color stylists have arranged this useful book to show you what colors harmonize. Filled with fresh, new color schemes, with selected carpet colors for each, it makes decorating simple. Your Du Pont Dealer will be glad to lend it to you, for study at your leisure.

AUTHORITATIVE DECORATING BOOKS

You'll find hundreds of exciting new decorating ideas in these beautiful and useful books—the finest available on the subject of interior decoration. See them at the Du Pont Decorating Center... borrow them for further study.





Paneled wall on left and in living room: "FlowKOTE" *Desert Rose*

Wall to left of entrance: "FlowKOTE" *Mission Ivory*

Doors: "DUCO" SATIN SHEEN ENAMEL *Desert Rose*

MATCHING BEAUTY FOR THE ENTIRE ROOM...



Think of it—three marvelous finishes for walls, woodwork and ceilings in eighteen matching, decorator-approved colors and white! Odorless and amazingly easy to use, they'll give luxurious, lasting beauty you'll enjoy for years to come. Always buy the paint that's worth the work... the beauty lasts!

"FLOWKOTE" RUBBER-BASE WALL PAINT

This modern rubber-base paint is extra easy to apply, dries rapidly to a lovely velvet-like sheen, and leaves your room ready for use in just one hour! Dirt and smudge disappear like magic when you wipe it off with a damp cloth. Ideal for living rooms, dining rooms, bedrooms, and children's rooms.

"DUCO" SATIN SHEEN ENAMEL

A washable semi-gloss finish that's perfect for your kitchens, bathrooms, walls and woodwork. Use it on furniture, too. Simple to apply and odorless, it is famous for its durability and superior coverage.

ALKYD FLAT WALL PAINT

A long-lasting flat finish to bring new loveliness to living rooms, dining rooms, bedrooms, and halls. Its self-sealing quality assures uniform colors on both old and new surfaces. It is odorless, and easy to use.



Slight color variations may exist between the actual paint and the chips shown here, since the printed



Wall on far right: "FlowKOTE" Violet Mist

SPREAD CHEERFUL COLOR WITH "DUCO" GLOSS ENAMEL

ONE-COAT MAGIC

It's perfect for kitchen and bathroom walls and ceilings...interior wood-work...furniture. Easy to use, amazingly durable, odorless and completely washable, long lasting "Duco" dries rapidly to a sparkling high-gloss finish. Twenty beautiful colors for use on wood or metal, indoors or out.



SUMMER BLUE



PRIMROSE YELLOW*



CREAM



BERMUDA BLUE



JADE GREEN*



SHELL PINK



HUNTER GREEN*



CRYSTAL PINK*



PANAMA GREEN



PEARL GRAY



GLACIER GREEN



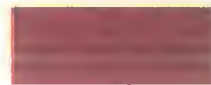
LIGHT IVORY



CROCUS YELLOW



SANDY GRAY



RICH RED



TURQUOISE



ADMIRALTY BLUE*



SCOTCH GRAY



POWDER BLUE

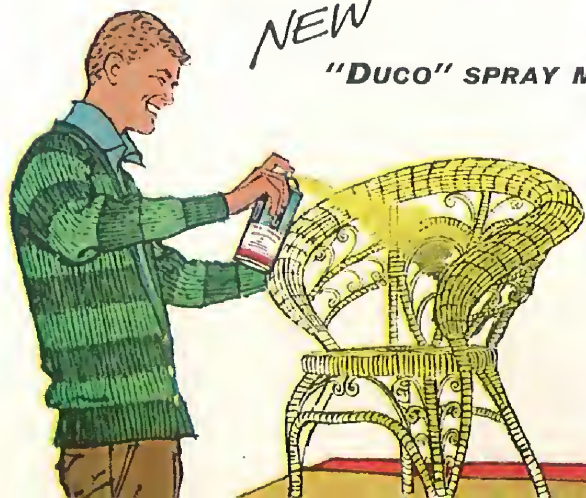


CHINESE RED*

*Also available in "DUCO" SPRAY MAGIC

NEW

"DUCO" SPRAY MAGIC!



Now wonderful "Duco" Gloss Enamel comes in an easy-to-use spray can! It's ideal for touching up worn spots, painting small objects and hard-to-get-at surfaces. It's so easy...you'll want to scatter bright accents all through the house! Fourteen colors include gold, silver, and clear.

Colors



SAHARA



SANDY GRAY



GOLD



MISSION IVORY



FIESTA YELLOW



MOCHA TAN

HOW TO PAINT

These pages tell you all you have to know to paint any part of your house—inside or out—and do any painting job around the house. Directions are simple. Every step is illustrated. Follow them carefully and you will be proud of your handiwork.

WHEN YOU SELECT THE PAINT

Any painting project takes time and effort, so it's a smart idea to buy top-quality paint. Then, when you do a good job, it will stay beautiful for a long, long time. Your time is too valuable to waste on so-called "bargain" paints.

Since the best paint costs only a little more, it's poor economy to skimp on quality. Quality paints cost more because they are made with the finest ingredients, and with greater care in formulating and manufacturing. And those few extra cents can mean *extra years* of wear. When you buy Du Pont Paints, for instance, you know the beauty is going to last. Du Pont paint chemistry assures you of that.

There is a superior Du Pont finish to meet almost every specific need. The information on these pages will guide you to the right type of paint for every job you do.

BUY THE PAINT THAT'S

WORTH THE WORK

...The Beauty Lasts

Painting Interiors

Painting is the most effective and economical way to redecorate any room. It can be easy, fast, and tidy, too, if you follow the simple instructions on this and the following pages. Above all, plan the job before you start to paint. Select your color scheme. Buy the proper Du Pont Paints in the full quantities needed. Assemble all your supplies. Have everything you need for each step handy. If in doubt about anything, consult your Du Pont Dealer. His knowledge and experience are at your disposal.



FILL SMALL CRACKS—Force spackling compound into fine cracks with a putty knife. Smooth off with edge of knife. Let dry and sand smooth.



FILL LARGE CRACKS—Undercut with beer can opener. Fill with spackling compound or patching plaster. Sand, prime with Du Pont Primer.





PROTECT FURNITURE, FLOORS, ETC.—If you don't have a painter's dropcloth, use papers to cover all furniture. Also cover rugs and floors, all the way to the baseboard. Move furniture out of the way as you work. Protect your hands with Du Pont "Pro-Tek" before starting.



REMOVE ALL HARDWARE — Lower ceiling fixtures. Remove door knobs, key plates, switch plates.



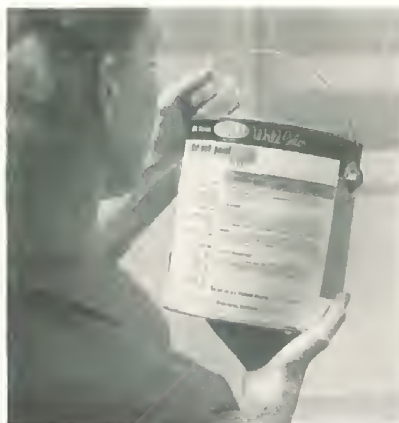
THOROUGHLY CLEAN SURFACES—Wash soiled or glossy surfaces to remove grease, to dull surface. Wash from bottom up, with abrasive cleanser or solution of tri-sodium phosphate. Rinse, let dry.



SPOT PRIMING — To insure a smooth, even finish, apply a coat of Du Pont Primer to patches, bare spots before finish coat.



PEELING PAINT — Scrape off loose flakes. Sand surface smooth. Prime with proper Du Pont Primer.



READ ALL INSTRUCTIONS — Labels on all Du Pont Paint products carry detailed information and directions. Read label carefully before starting.



USING A BRUSH—Dip one-third of bristle length into paint. Tap gently to release excess paint. Paint 3 ft. strip in parallel strokes, reverse directions to level out.

◀ **START WITH CEILING**—Paint narrow strip at all corners and around border with a 2" brush. Finish with roller. Start in a corner, roll a strip 3 feet wide the short width of the room. Cross roll for even coverage, but finish with straight strokes.

▶ **PAINTING A WALL**—Paint narrow strip around all edges of walls, windows and doors with 2" brush. Start rolling at a corner, at the top. Roll up and down in even strokes. Cross roll, then finish with light up and down strokes.



◀ **USING A ROLLER** — Pour a little paint into deep end of roller tray. Work paint on to roller. Remove excess by rolling against shallow end of tray. Paint by moving roller in slow, smooth strokes first in one direction, then in another. Finish in first direction.



PAINTING INTERIOR SURFACES, CONTINUED



PAINTING WINDOW SASH—Raise lower window, paint bottom of upper sash. Raise and paint upper sash. Paint lower sash with window slightly open. Then inside of frame, sill.

STRETCH PAINTER'S MASKING TAPE along the edges of window panes before starting to paint. Pull tape off when paint is dry. Remove any spatters on glass with a razor blade.



PAINTING WOODWORK—Keep brush well filled. Brush out evenly. Work excess paint out of brush and go back over areas where paint is too thick. Finish with light strokes.

CHECK LIST OF SUPPLIES

In addition to the Du Pont Paints chosen, select the other items you may need from this list:

- ☐ Brushes: For exterior walls, a 4" or 5" brush. For interior walls, a 3" or 4" brush. Also, a 1½" or 2" brush for trim and "cutting in" corners and edges. A 1½" or 2" sash brush helps with windows and screens. Be sure to get good quality brushes, preferably with Du Pont "Tynex" bristle.
- ☐ Roller and pan: Large flat areas can be painted easily and quickly with rollers. Use short-nap rollers for smooth surfaces, high-pile for rough or imperfect surfaces.
- ☐ Two ladders and a wide board, to make a working platform.
- ☐ Paint paddles, paint can opener, mixing pails.
- ☐ Du Pont Sponge, water bucket.
- ☐ Dropcloths, or papers to protect floors, furniture or shrubs.
- ☐ Sandpaper or steel wool, abrasive cleaner.
- ☐ Du Pont "Dulux" No. 200 Thinner or turpentine.
- ☐ Du Pont Paste Wood Filler.
- ☐ Du Pont Paint and Varnish Remover.
- ☐ Spackling compound, patching plaster, wood or regular putty.
- ☐ Putty knife, screwdriver, beer can opener.
- ☐ Clean cloths, waste or absorbent paper for wiping up spatters or spills.
- ☐ Du Pont "Pro-Tek" Hand Cream to facilitate cleaning hands.

FINISHING WOOD FLOORS

Long lasting glossy finishes are achieved with Du Pont "DULUX" Interior Varnish or Super Clear Varnish. Color may be deepened by staining before varnishing. A rich, low gloss finish is obtained with Du Pont Penetrating Wood Finish. Du Pont Satin Sheen Oil Stain may be added to obtain a desired shade. Ask your Du Pont Dealer for folder, "How to Finish Floors".



REMOVE OLD FINISH AND WAX—Old smooth finish can be removed with Du Pont Paint Remover. If badly discolored, use an alkaline remover and bleach. Sand floor if badly marred, preferably with a power sander which may be rented. Move the sander back and forth. Do not criss cross.



PENETRATING WOOD FINISH—Apply Du Pont Penetrating Wood Finish with brush, mop or cloth. After fifteen minutes, wipe with clean cloth. Let it dry overnight. Sand lightly, and apply a second coat of Penetrating Wood Finish. When dry, sand lightly once more. Polish with wax.



HOW TO VARNISH A WOOD FLOOR—Apply one or two coats of Du Pont "Dulux" Interior Varnish or Du Pont Super Clear Varnish with 5" brush. Flow on with long, even strokes along the grain. Dry, sand. Clean before second coat. Wax when dry.



WORK FROM A CORNER—To avoid "hemming yourself in", start at a corner and work toward the door. Be sure the finished floor is thoroughly dry before entering the room. You will find the drying time indicated on labels on all Du Pont Paint products.



PREPARATION FOR EXTERIOR PAINTING

Remove all shutters and screens before you paint your house. Protect shrubbery and flower beds near your house by covering them with old sheets or inexpensive drop cloths made of paper, plastic or cloth. Nail down loose boards. Assemble all supplies before starting.



REMOVE LOOSE AND SCALING PAINT as paint will not adhere to a surface when there is a layer in between which comes loose. Loose and scaling paint should be completely removed with a scraper or wire brush to assure a firm bond and a smooth finished appearance.

PAINTING BASEMENTS

Before starting, clean surfaces thoroughly. Scrape off loose and scaling paint. Sand glossy surfaces. Fill cracks with patching plaster. Remove mildew with paint cleaner.



PAINTING WITH A BRUSH — Start at top. Work in three foot sections. Brush horizontally, and then finish with vertical strokes.



CEMENT FLOORS treated with hardeners must be thoroughly scrubbed with muriatic acid solution before painting. Rinse, let dry.



PAINTING WITH A ROLLER — "Cut in" around ceiling, corners and baseboards with a 2" brush. Apply paint by rolling back and forth. Cross roll for better coverage but finish by rolling all strokes in one direction.

PAINT BASEMENT STAIRS with a brush, starting at the top of the flight and working down. If there is no other exit, paint every other step first. Let dry before painting the remainder. Use Du Pont Porch and Floor Enamel, following directions on label.



REMOVE ALL BLISTERED PAINT with paint scraper. Sand edges smooth. Spot prime base wood before applying finish coat. Blistering is caused by moisture within or on the surface beneath the paint. If moisture is evident, trace source and correct before repainting.



PUTTY ALL NAIL HOLES with a putty knife after the first coat has been applied. Press the putty smooth to render holes invisible. Sand rough areas smooth before starting to paint. Also sand gritty areas or trapped dust in the priming coat before applying the finish coat.

PREPARATION OF EXTERIOR SURFACES, CONTINUED



CAULK LOOSE JOINTS around chimney, doors and window frames to keep out moisture. Remove loose putty on windows. Prime, and apply fresh putty.

CLEAN GUTTERS AND DOWNSPOUTS — Remove dirt and leaves collected in valleys of gutters. Repair leaks, and waterproof wood gutters.

SEAL ALL KNOTS and sap streaks with Du Pont Spray Magic Knot Sealer or Du Pont 980 Aluminum Paint and allow to dry thoroughly before applying the finish coat.

SAND ROUGH EDGES of previously painted surfaces with sandpaper where necessary. The smoother the surface, the better and more professional the finished appearance.

Painting Exteriors

Here are a few timely tips and helpful instructions to enable you to turn out a good job if you are painting your house yourself. Follow them carefully.

Bare wood surfaces or any surface from which the old paint has been removed should be primed before painting. If you plan to use new "LucrE" House Paint, a prime coat of Blister Resistant Wood Primer is absolutely essential.

For best results we recommend that you employ a competent painting contractor. His experience in proper surface preparation and paint application and his familiarity with Du Pont paints are your assurance of a first class job.



READ ALL INSTRUCTIONS —Labels on all Du Pont Paint products carry detailed directions to make painting easier and results better.

STIR PAINT THOROUGHLY — Pour off surface liquid and stir thoroughly from the bottom. Pour from can to can several times until paint is perfectly blended.



START PAINTING AT THE TOP of the house and work down. Begin at an upper corner and try to finish at another corner or window to avoid laps or streaks. Paint across a board of clap-board siding, covering about six feet at a time. Do the edges of the siding first, and then the flat areas between boards.



PAINT FRAMES OF WINDOW SCREENS with the same paint that you use on window frames. If you prefer a contrasting color use "DuLux" Trim and Shutter Paint.



PAINT SHUTTERS LAST—For ease of painting, take shutters down and paint horizontally as shown in photograph. Prime and finish with "DuLux" Trim and Shutter Paint.

PAINTING METAL SURFACES

In painting metal surfaces it is important to use the correct primer for the particular metal in order to assure firm adhesion of the finish coat. Ask your Du Pont Paint Dealer for a copy of folder, "How to stop rust with 'Duco' Metal Finishes."



PREPARE METAL SURFACES—Remove loose paint with wire brush. Sandpaper or scrape rust spots. Wipe off dust. Apply correct primer with a brush.



USE CORRECT METAL PAINT—Finish coat may be "Duco" Gloss Enamel, "Dulux" Trim and Shutter Paint, or Du Pont House Paint. Apply with brush.

PREPARATION OF MASONRY, SHAKE AND SHINGLE SURFACES

All surfaces must be clean and dry before painting. Remove mildew. Scrape off loose, scaling, cracked or blistered paint. Allow new masonry to age for sixty to ninety days before painting.

PAINTING MASONRY, SHAKES AND SHINGLES

Stucco, concrete, brick, cinder block, shingles and siding, and wood shakes are porous and may require more than one coat of paint. Your Du Pont Dealer will help you select the correct finishes. Follow label directions carefully.

ENAMELING FURNITURE

Before starting, take off all hardware. Remove all grease, wax or furniture polish with "DULUX" No. 200 Thinner or turpentine. Then sandpaper smooth and clean surface. Use "Duco" Gloss Enamel or "Duco" Satin Sheen (semi-gloss) Enamel. Stir enamel thoroughly. Use a new or absolutely clean soft-bristle brush, preferably one with Du Pont "TYNEX" bristle. Flow on enamel with long, sweeping strokes of your brush. Avoid overbrushing.



How to Estimate Paint Needed

Measure the area to be painted—the approximate number of square feet to be covered with each color of each type of paint selected.

The number of square feet each Du Pont Paint will cover is shown on the back of the label on the can. Thus, if about 1,000 sq. ft. are to be covered with a particular paint and the coverage of the paint is 500 sq. ft. per gallon, two gallons should be enough for the job. The following tips will help you measure accurately the areas you wish to paint:

INTERIORS:

To find ceiling area, multiply length by width.

For walls, find the distance around the room. Multiply this figure by the height from floor to ceiling. In order to be sure to have ample paint, do not subtract for windows and doors.

For **woodwork**—baseboard, window frames, chair rail, etc., measure the running feet and allow one pint of paint per hundred feet.

For floors, multiply length by width.

EXTERIORS:

Exterior walls: Measure the distance around the house. Multiply this figure by the height of the house from the ground to the eaves. Dividing this figure by the coverage of the Du Pont Paint selected gives you the number of gallons that will be needed.

To figure **gables**, multiply the width of the gable by half the height. Where wall heights vary, figure each wall separately (width times height) and add the totals.

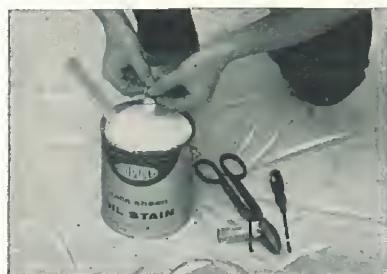
To assure adequate coverage, do not subtract door and window areas unless an opening is more than 100 square feet.

For trim, figure 35 sq. ft. for each window or door.

IF IN DOUBT, CONSULT YOUR DU PONT PAINT DEALER.

NATURAL WOOD FINISHES

Du Pont Penetrating Wood Finish sinks into and hardens the fibers of the wood, producing an exceptionally durable, scratch resistant, clear finish that brings out the full beauty of the natural wood. If you wish to stain the wood at the same time, Du Pont Satin Sheen Oil Stains may be added to Penetrating Wood Finish. Simply follow directions on the label carefully.



MODERN CUSTOM COLORS—Countless lovely color effects may be obtained by mixing Du Pont Custom Tinting Colors with Platinum Satin Sheen Oil Stain. Stain surface with desired color, then apply Du Pont Penetrating Wood Finish.



STAINING THE WOOD—Select the desired shade of Du Pont Satin Sheen Stain. Apply to bare wood surface with soft brush. When stain begins to set, wipe off the excess with a clean cloth. When dry, you may finish it as desired.



FOR AN ANTIQUE FINISH—Prepare a glaze as follows: To 3 tablespoons of turpentine, add 1½ teaspoons of raw umber oil color. Mix well. Add 1 tablespoon of Du Pont Super Clear Varnish and mix thoroughly. Apply the glaze generously over the entire area to be covered. Wipe it off immediately with a clean, lint-free cloth using a circular motion, starting at the center and working out toward the edges.



WHICH KIND OF FINISH IS BEST FOR WHICH KIND OF WOOD?

	NATURAL	STAINED	BLOADED	COLOR TONED	ANTIQUED	ENAMELED
Mahogany	AA	A	B			
Walnut	AA	A	A			
Cherry	AA	A				
Maple	B	AA	AA	A		
Birch	B	AA	AA	A	A	
Oak	B	B	AA	AA	B	
Sycamore	C	B	B	A	A	AA
Elm	C	A	A	A	B	A
Ash	C	A	A	A	B	A
Pine	C	AA	A	AA	A	A
Teak	AA					
Gumwood	C	B	C	B	A	AA
Tropical Hardwood	B	B	AA	AA		

AA—Ideal; A—Excellent; B—Good; C—Acceptable. Blank space indicates undesirable finish for the species of wood.

THE CORRECT PAINT FOR

WOODWORK

SURFACE	FINISH DESIRED	PRIMER
Painted Woodwork	Flat	"OVALITE" Enamel Undercoat
Painted Woodwork	Semi-gloss	"OVALITE" Enamel Undercoat
Painted Woodwork	Gloss	"OVALITE" Enamel Undercoat
Clear	Clear—Natural	Same as Finish Coat.

FLOORS

SURFACE	FINISH DESIRED	PRIMER
Interior Wood	Clear—Natural	Same as Finish Coat.
Interior Wood Painted	Gloss	Same as Finish Coat.
Concrete Floors Above Grade	Gloss	Same as Finish Coat.
Exterior Floors Wood, Concrete, Canvas	Gloss	Same as Finish Coat.

IMPORTANT: Be sure to remove shellac, wax and

FURNITURE

SURFACE	FINISH DESIRED	PRIMER
Wood	Clear—Natural	Same as Finish Coat.
Wood	Clear—Stained	Same as Finish Coat.
Wood	Enameled—Semi-gloss	"OVALITE" Enamel Undercoat (odorless—alkyd type). Add some of finish coat color for best results under colored finish coats.
Wood	Enameled—Gloss	Same as above
Metal	Painted Semi-gloss or Gloss	546 Anti-Rust Primer

NOTE: There are many kinds of wood and methods of finishing. For complete step-by-step information ask your Du Pont Paint Dealer for



REG. U.S. PAT. OFF.

EVERY SURFACE

FINISH COAT

Du Pont Wall Color Alkyd Flat Enamel or Color Conditioning Flat Enamel.

"Duco" Satin Sheen Enamel or "DuLux" Super-White Eggshell.

"Duco" Gloss Enamel or "DuLux" Super-White Enamel.

Hand rubbed look — "DuLux" Satin Sheen Varnish. Gloss—"DuLux" Interior Varnish. High Gloss—705 Super Clear Varnish.

FINISH COAT

Penetrating Finish. Du Pont Penetrating Wood Finish. Ideal for new floors or old floors from which old finish has been removed. May be waxed three hours after finish coat is applied. Gloss Finish—"DuLux" Interior Varnish. Two coats required on most surfaces.

Du Pont Porch & Floor Enamel

Du Pont Porch & Floor Enamel

Du Pont Porch & Floor Enamel

polish before attempting to refinish any floor.

FINISH COAT

"DuLux" Satin Sheen Varnish for rich hand rubbed look. Du Pont Penetrating Wood Finish for extra durable penetrating type finish. "DuLux" Interior Varnish for fast drying, long-wearing gloss finish. 705 Super Clear Varnish for durable high gloss finish.

See above.

"Duco" Satin Sheen Enamel.

"Duco" Gloss Enamel.

"Duco" Gloss Enamel for indoors or out. "Duco" Satin Sheen Enamel for indoors.

the "HOW TO FINISH FURNITURE" and "HOW TO FINISH WITH WOOD STAIN" folders.

WALLS-CEILINGS

SURFACE	FINISH DESIRED	PRIMER	FINISH COAT
Plaster Wallboard Wallpaper	Flat or Flat Enamel	See below	"Flow Kote" Rubber-Base Wall Paint. Easy to apply—dries in 30 minutes. Du Pont Wall Color Alkyd Flat Enamel. Odorless. Dries hard overnight. Or Color Conditioning Flat Enamel.
Plaster Wallboard	Semi-gloss	See below	"Duco" Satin Sheen Enamel. Odorless. Dries hard overnight. Or Color Conditioning Semi-Gloss Enamel.
Plaster Wallboard	Gloss	See below	"Duco" Gloss Enamel. Ideal for kitchens, bathrooms. Odorless. Dries hard overnight. Or Color Conditioning Gloss Enamel.
Rough masonry, garage and basement walls	Flat		Du Pont One-Coat Basement Wall Paint. No drip, no splatter. Dries in 30 minutes. Ideal for any room in the house.

WHEN DO YOU NEED A PRIMER? A prime coat is needed over new uncoated plaster, wallboard, etc., and over old porous coats of paint. New plaster should be allowed to age 60 days before painting. Either of the following primers are recommended: DU PONT PRIMER SEALER—Odorless, foolproof alkyd primer that dries overnight; or DU PONT SEALER COATER—a vinyl plastic primer that dries in 30 minutes, makes two-coat-a-day painting possible.

EXTERIORS

SURFACE	FINISH DESIRED	PRIMER	FINISH COAT
New wood or old surface from which paint has been completely removed	Low gloss	Blister Resistant Wood Primer	New Du Pont "LUCITE" House Paint is the latest triumph of Du Pont Research. Dries in 30 minutes to a hard, weather-resistant low sheen finish that lasts 50% longer than ordinary house paints. See page 46 for complete information.
Bare wood or previously painted wood, clapboard, plank, plywood surfaces in good condition	Medium gloss	Du Pont No. 39 Wood Primer (See below)	Self-Cleaning White—Du Pont No. 40 Outside White. White for above masonry or dark colored areas—Du Pont No. 42 Chalk-Resistant House Paint. One Coat White Medium Gloss—Du Pont No. 41 Outside White. A lead formula house paint that offers exceptional hiding. Similar to No. 40 Outside White—not to be tinted. Du Pont House Paint Colors. Your choice of the year's most popular exterior paint colors.
Wood or asbestos, shake or shingle siding	Flat	See below	Du Pont Stucco, Shake & Shingle Paint. White and colors. Easy to apply, quick drying. For staining wood shingles use Du Pont Shingle Stain.
Stucco, brick, masonry	Flat		Du Pont Stucco, Shake & Shingle Paint or Du Pont Vinyl Masonry Paint, where available (in southern and southwestern states).
Trim, shutters on any type of house	Gloss	See below	Du Pont Trim & Shutter Paint. Quick drying, fade and mildew resistant. Or No. 42 Chalk-Resistant White. Or Du Pont House Paint Colors.
Barns and outbuildings	Gloss	See below	Red—Du Pont Barn & Roof Paint. White or other colors—follow recommendations for wood surfaces.
Metal roofs	Gloss	See below	"DuLux" Metal Protective Paint or Barn & Roof Paint.
Copper, Bronze or Galvanized Metal	Gloss	783 Galvanized Metal Primer	"Duco" Gloss Enamel, Du Pont House Paints, "DuLux" Trim & Shutter, and "DuLux" Metal Protective Paints are excellent where different colors are desired.

WHEN YOU NEED A PRIMER: Bare wood surfaces or any surface from which old paint has been removed should be primed. Badly weathered paint should be sanded thoroughly and entire surface primed. All bare metal should be primed with recommended DU PONT METAL PRIMER.

For full information on thinning, coverage and drying time of exterior paints, see can labels.

BUY THE PAINT THAT'S WORTH THE WORK ... *The Beauty Lasts*

FOR LONG LASTING

Beauty and Protection



EXTERIOR HOUSE PAINT

Popular with home owners everywhere, Du Pont Exterior House Paint produces a rugged paint film that gives top performance for years. It is famous for superlative brushing qualities, excellent coverage, high hiding power, and swift, easy application. Eighteen attractive colors that stay bright and clean year after year.

THREE FINE WHITE FINISHES

DU PONT 40 SELF-CLEANING HOUSE PAINT ... thanks to its unique combination of pigments and oils, Du Pont "40" actually sheds dirt and dust with every rain ... stays whiter, brighter for years to come.

DU PONT 41 WHITE LEAD HOUSE PAINT ... for those who prefer a lead-base paint, self-cleaning Du Pont "41" offers outstanding durability, sparkling whiteness.

DU PONT 42 CHALK-RESISTANT HOUSE PAINT ... for homes with large areas of painted clapboard above brick or stone. Especially formulated to prevent white staining of masonry surfaces below. Comes only in white, but may be tinted to light shades.

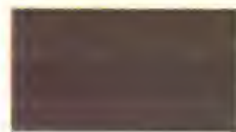
Left to right: House No. 1: No. 41 HOUSE PAINT *Outside White* and HOUSE PAINT *Sunburst Yellow*
House No. 2: No. 40 SELF-CLEANING HOUSE PAINT *Outside White*
House No. 3: HOUSE PAINT *Redwood*
House No. 4: No. 42 CHALK-RESISTANT HOUSE PAINT *Outside White*
All trim: "DULUX" TRIM & SHUTTER *White*



SPRUCE GREEN



BOULDER GRAY



QUAKER BROWN



CORAL PINK



TURQUOISE



REDWOOD



BEIGE



SUNBURST YELLOW



DARK GREEN



SCOTCH GRAY



DEVON CREAM

LIVE OAK GREEN

BRIGHT GREEN

SILVER WING GRAY

COLONIAL RED

OLD IVORY

STRAND GREEN

MIDDAY BLUE

Slight color variations may exist between the actual paint and the chips shown here. Ask your Du Pont Paint Dealer to show you the color card with the actual paint colors.

Unsurpassed for all outside trim... "DULUX" Trim and Shutter Paint

The ideal finish for shutters, window frames and sash, doors, lawn furniture, fences, and metal roofs, "DULUX" Trim & Shutter Paint brushes on smoothly and easily, hides well, and dries quickly without brush marks. Colors are selected to blend with, yet accent, Du Pont House Paint colors. They remain true and keep their high gloss for years. "DULUX" Trim & Shutter Paint is mildew resistant, extra durable, and economical to use.

ALSO WHITE



LIGHT GREEN



BLACK



MAROON



QUAKER BROWN



BRIGHT RED



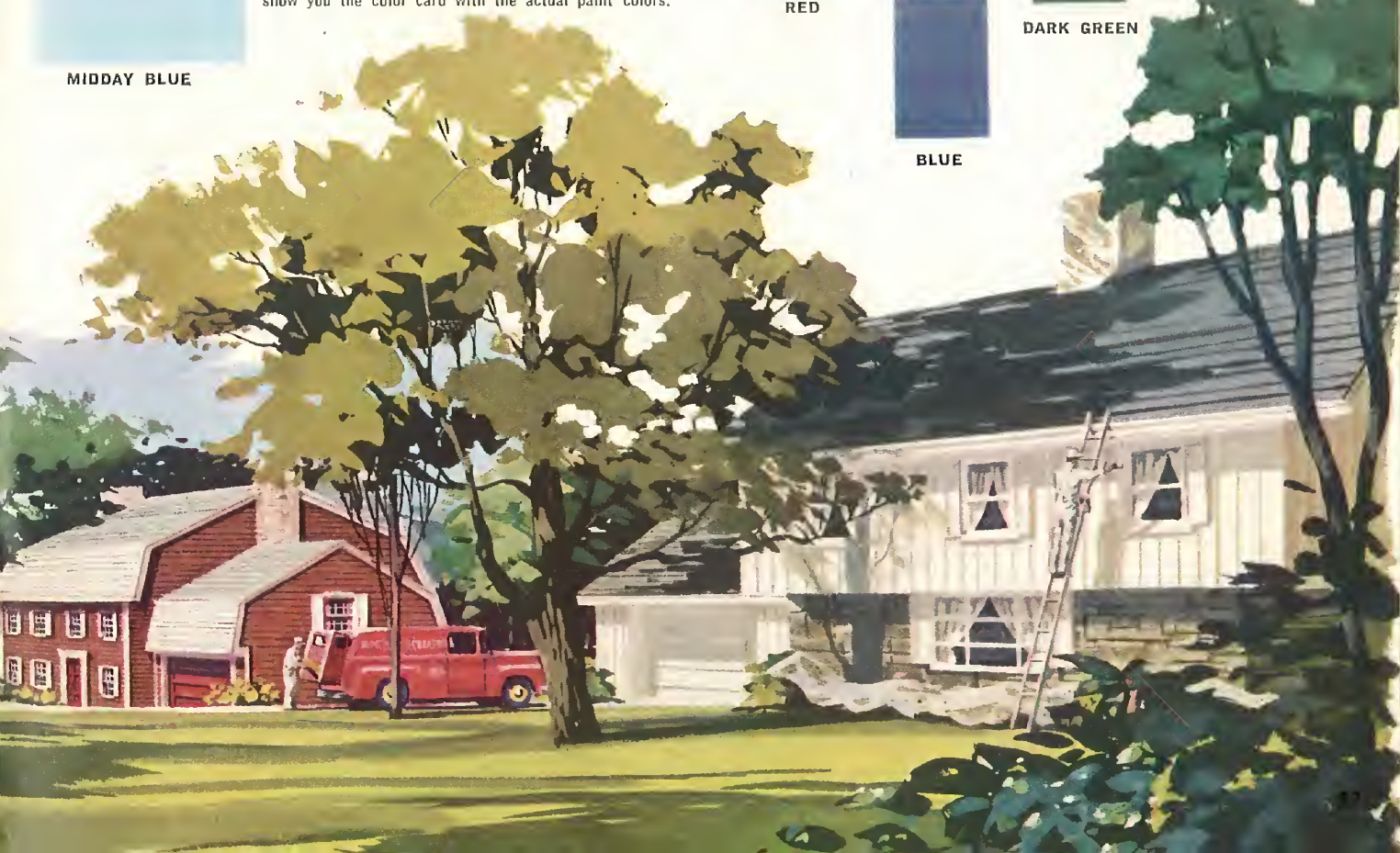
JADE GREEN



DARK GREEN



BLUE



There's a



*paint for every
exterior surface*

There is a tough, durable Du Pont Paint especially designed to protect every exterior surface of every house—whether of wood or stucco, brick or masonry. In addition, there are special purpose paints providing lasting protection for trim and shutters, porches and floors, roofs, and metal surfaces.

These Du Pont Paints are made of the finest materials available, quality controlled at every step of manufacture. Every Du Pont exterior finish has also been carefully field-tested in actual use under all weather conditions in every type of climate.

When you paint your home with Du Pont exterior paint products you are assured of long term economy—paint that's truly worth the work...the beauty lasts!

DU PONT WOOD PRIMERS

On new or badly worn wood surfaces, primers provide adhesion and a proper base for finish coats. Use Du Pont No. 39 Wood Primer on previously painted surfaces; Du Pont Blister-Resistant Wood Primer on new wood and when Du Pont "LUCITE" House Paint is to be the finish coat.



DU PONT HOUSE PAINTS

The correct paint, properly applied, will look better longer. There is a correct Du Pont Paint for every surface—siding, roof, trim, porches, railings and outbuildings...all designed for ease of application and lasting satisfaction.





"Duco"
ANTI-RUST FINISHES
These newest developments in metal primers by Du Pont provide the most dependable protection from rust and corrosion for all metal surfaces, and the perfect base for whichever Du Pont finish coat you plan to use.



**FOR SHAKES,
SHINGLES AND MASONRY**
Du Pont Stucco, Shake and Shingle Paint gives a lovely, long lasting, low luster finish.

Masonry sides and chimney: "DULUX" STUCCO, SHAKE & SHINGLE *Blue Frost*
Siding: "LUCITE" HOUSE PAINT *Inca Blue* Tyllis: "DULUX" TRIM & SHUTTER *White*
Deck: "DULUX" PORCH & FLOOR ENAMEL *Dark Green* Railing: "DUCO" GLOSS ENAMEL *White*
Shutters and garage door: "DULUX" TRIM & SHUTTER *Blue*

If your roof is brown...

Since the color of your roof remains more or less constant, use it as the starting point in planning the color scheme for the outside of your house. For the side walls you might select a color which blends with the color of your roof, or one that complements it. And colors for trim may be chosen to harmonize with both of these or to contrast boldly.

Look over the Du Pont House Paint colors shown on page 36 and the "LUCITE" House Paint colors on page 46. If you don't find precisely the color you like, ask your Du Pont Dealer to show you the dozens of Du Pont Custom Colors he has available. Among them you're sure to find precisely what you're looking for.

Illustrated here are only a few of the almost endless color combinations possible. You'll think of many more. And whether your house is a traditional style or a modern ranch or split level, you'll find a distinctive color scheme that's exactly right for it!



"DULUX" STUCCO, SHAKE & SHINGLE Green



HOUSE PAINT Devon Cream

or blue ...



HOUSE PAINT Old Ivory



HOUSE PAINT Coral Pink

or grey ...



HOUSE PAINT Old Ivory



HOUSE PAINT Boulder Gray

or white



"LUCITE" HOUSE PAINT Raffia



HOUSE PAINT Midday Blue



Siding: EXTERIOR CUSTOM COLOR 1198

Trim and door: "DULUX" TRIM & SHUTTER White

PHOTO COURTESY NATIONAL HOMES



Siding: HOUSE PAINT *Silver Wing Gray*
Overhang: HOUSE PAINT *White* Doors: "Duco" GLOSS ENAMEL *Chinese Red*

COLOR MAKES YOUR DOORWAY SAY "WELCOME"

Here's a wonderful way to make your entrance more inviting: paint your door a bright color to contrast with the rest of the house! Make it an exciting red or dramatic blue, a cheerful yellow or smart, sophisticated black. If you want it to look gay and modern, choose pink; for traditional dignity, use white.

If your door is panelled, paint the panels a different color than the panel moldings. Use color contrasts to highlight a handsome door knocker... to bring out the beauty of gracefully proportioned woodwork. If your doorway is not particularly attractive, play it down by painting it to match or blend with the rest of the house.

Choose "DULUX" Trim and Shutter Paint colors on page 37 or "Duco" Gloss Enamel colors on page 27.



Doorway: "DULUX" TRIM & SHUTTER *White*
Brick: "DULUX" STUCCO, SHAKE & SHINGLE *Boulder Gray*
Door: HOUSE PAINT *Coral Pink* and *Redwood*



Siding: HOUSE PAINT *Midday Blue*
Entry: "DULUX" TRIM & SHUTTER *White*
Door: HOUSE PAINT *Live Oak Green*
Steps: PORCH & FLOOR ENAMEL *Dark Green*

COLOR MAKES YOUR HOUSE DISTINCTIVE

Correctly used, color can make an old house seem new again...an uninteresting house, warm and hospitable...a house like all its neighbors, distinctive and individual. And with color you can adapt your house properly to its natural setting—white and yellow add brightness to houses surrounded by shade trees, darker tones are best where there is lots of sunshine. All you need: imagination and a coat of Du Pont Paint!



Exterior: HOUSE PAINT *Sunburst Yellow*

Entrance area: "DULUX" STUCCO, SHAKE & SHINGLE *White* Shutters: "DULUX" TRIM & SHUTTER *Black*

Exterior: HOUSE PAINT *Midday Blue*





PHOTO BY LISANTI

Exterior: "DULUX" STUCCO, SHAKE & SHINGLE Mexicali Rose

PHOTO BY LISANTI—COURTESY OF GOOD HOUSEKEEPING



RE-STYLE YOUR HOUSE ... with COLOR



Exterior: HOUSE PAINT Beige

If your house has too many different surfaces and too much fussy detail, give it unbroken lines by painting walls, trim, and chimney in tones of the same color.



Siding: HOUSE PAINT Live Oak Green
Shutters: "DULUX" TRIM & SHUTTER Black

You can make a small house appear larger by painting the roof a lighter color than the side walls. A good rule to follow: light colors generally make an area seem larger while darker tones appear to decrease size.



Exterior: "LUCITE"
HOUSE PAINT Sun Gold

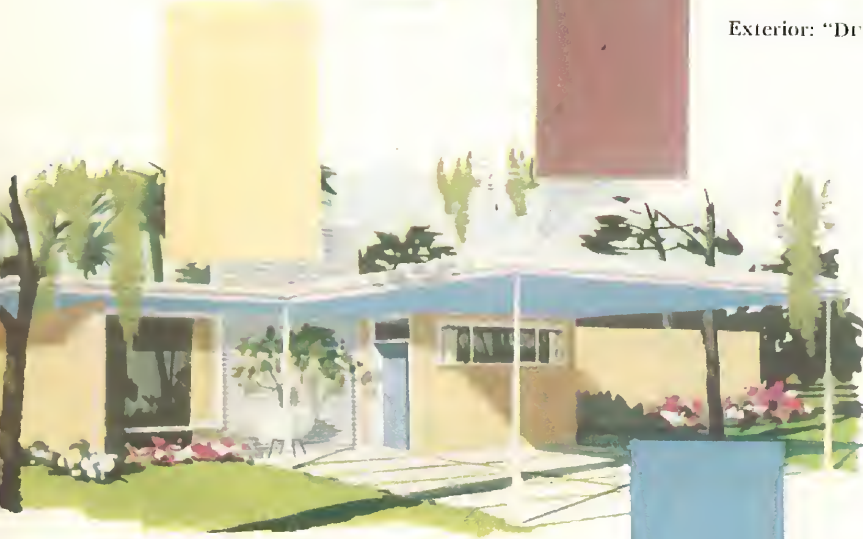
Does your house look too tall and thin? Painting the roof a darker color than the walls is a simple and inexpensive way to "pull it down" and make it hug the ground.



Exterior: "DULUX" STUCCO, SHAKE & SHINGLE *Mexicali Rose*

**Enduring beauty
for masonry surfaces...
"DULUX" Stucco, Shake
and Shingle Paint**

Easy-to-apply "DULUX" Stucco, Shake and Shingle Paint seals porous masonry against moisture without marring its distinctive texture... hides exceptionally well... protects against severe weather conditions. Its rich low luster finish provides long-lasting loveliness for cement, brick, masonry, weathered asbestos, and wood shakes and shingles. In twelve beautiful colors and popular white.



Exterior: "DULUX" STUCCO, SHAKE & SHINGLE *Ivory*
Chimney: "DULUX" STUCCO, SHAKE & SHINGLE *White*
Carport and overhang: "DULUX" STUCCO, SHAKE &
SHINGLE *Belair Blue*



Entrance doors: HOUSE PAINT *Sunburst Yellow*
Exterior: "LUCITE" HOUSE PAINT Intermix, 1 part *Park Green*, 1 part *Sun Gold*
Garage door and trim: "DULUX" TRIM & SHUTTER *White*



PHOTO BY JULIUS SHULMAN

Stucco side: "DULUX" STUCCO, SHAKE & SHINGLE Intermix,
1 part *Delray Yellow*, 3 parts *Tinting White*

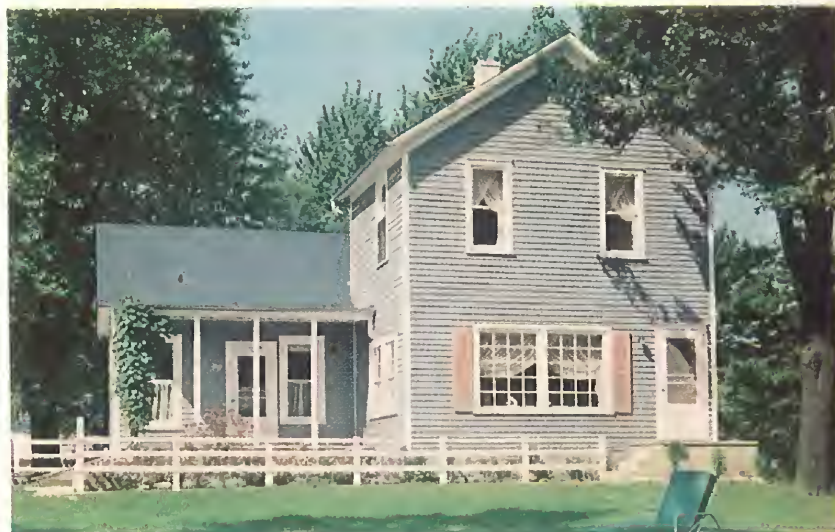


PHOTO BY HEDRICH-BLESSING

Siding: EXTERIOR CUSTOM COLOR 1501
Shutters: CUSTOM COLOR "DULUX" TRIM & SHUTTER 1086
Trim: "DULUX" TRIM & SHUTTER *White*



Siding: HOUSE PAINT *Coral Pink* Exterior trim: "DULUX" TRIM & SHUTTER *White*

PHOTO COURTESY GOOD HOUSEKEEPING

PHOTO BY HEDRICH-BLESSING

USE YOUR IMAGINATION —AND CUSTOM COLORS!

It's almost like having the rainbow to work with—dozens of wonderful Du Pont Custom Colors for the outside of your house! Choose precisely the shade you want in Du Pont House Paint or "DULUX" Stucco, Shake and Shingle Paint. Ask your Du Pont Dealer to show you the complete color selection.



Siding: No. 42 CHALK RESISTANT HOUSE PAINT *Outside White*
Masonry: "DULUX" STUCCO, SHAKE & SHINGLE Intermix,
1 part *Tinting White*, 2 parts *Buff*

A new milestone in paint progress . . .

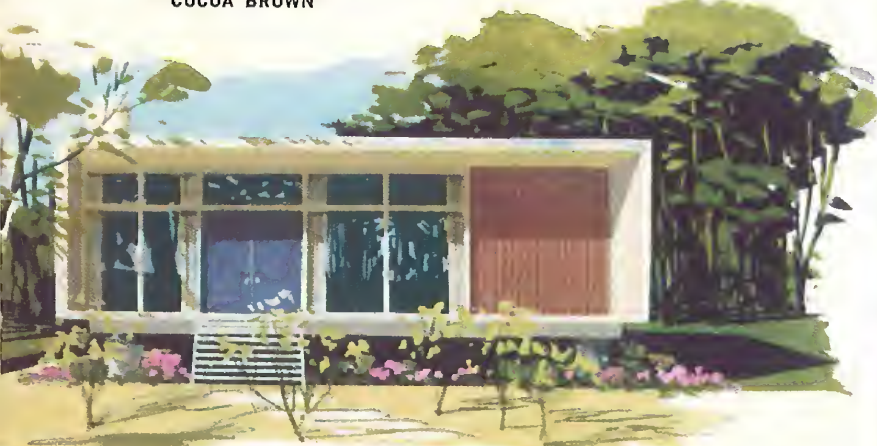
"LUCITE" House Paint

An entirely new kind of exterior finish, "LUCITE" House Paint lasts 50% longer than ordinary house paints when applied according to label directions. It dries to a hard, weather-resistant finish in just 30 minutes . . . makes it possible to paint half an hour before or after rain. Blister-resistant, it spreads easily, hides surface imperfections. Sixteen beautiful fade-resistant colors and white.



ALSO WHITE AND TINTING WHITE

Slight color variations may exist between the actual paint and the chips shown here. Ask your Du Pont Paint Dealer to show you the color card with the actual paint colors.



Outside area: "LUCITE" HOUSE PAINT *White*
 Panel at right: "LUCITE" HOUSE PAINT *Pottery Red*
 Doors: "DUCO" GLOSS ENAMEL *Bermuda Blue*





An aerial view of the extensive Du Pont Research and Development Laboratories in Wilmington, Delaware



QUALITY

BEGINS WITH *Research*

The systematic search for the better . . . the painstaking striving for perfection . . . that produced such remarkable materials as nylon and "Lucite" acrylic resin typifies the Du Pont research that precedes the production of every Du Pont Paint.

From the original quick-drying finish, world famous "Duco" Enamel, to the newest in exterior finishes, "LUCITE" House Paint, Du Pont chemists have worked unceasingly to develop finishes that provide the utmost in beauty, durability and ease of application for every surface.

Months, and often years, of methodical work in Du Pont's great laboratories go into the development of every new product. Before it reaches the market, each finish is thoroughly tested for such qualities as weather resistance, drying time, exact degree of gloss, adhering abilities, and grease resistance.

This background of research is extremely important to you, as a user of paint. Significant to you also is the fact that Du Pont Paints are made in just one quality, the finest, so that you may, with confidence, "*Buy the paint that's worth the work . . . the beauty lasts!*"

Exterior: "LUCITE" HOUSE PAINT *White and Sun Gold*
Doors: "DUCO" GLOSS ENAMEL *Chinese Red and Rich Red*



A BETTER DECORATING JOB STARTS AT YOUR DU PONT DEALER'S

Your Du Pont Dealer was carefully selected for his ability to assist you with every decorating problem. His expert knowledge of paint can help you select the proper color and the correct finish for every surface, indoors and out. He'll help you select pleasing, harmonious colors from the hundreds he has available. He will also help you estimate how much paint you need and choose the right tools to make the job easy.

BUY THE PAINT THAT'S WORTH THE WORK... *the Beauty Lasts*



BETTER THINGS FOR BETTER LIVING... *THROUGH CHEMISTRY*